

News in Brief

Editorial Staff

National Chiropractic Health Month: Be Proactive

October is National Chiropractic Health Month, which means your opportunity to promote this year's theme - "Conservative Care First! - is right around the corner. How are you planning to participate? The American Chiropractic Association, which hosts the annual campaign, offers these and other tips / resources on its website:

- Give a health care talk to members of your community
- Distribute educational handouts to prospective patients
- Send a press release to local editors and share on social media
- Get a proclamation signed by your mayor / governor
- Promote wellness through community involvement

The ACA offers a variety of free materials to help promote NCHM 2014, including an NCHM web button / logo, a "Conservative Care First" video, patient education handouts, infographics, and instructions on how to create / send a press release. To learn more, [click here](#).

Collegiate Roundup: Academic Appointments at Parker, Logan

Drs. Ashley Cleveland and Kimberly Paddock-O'Reilly have new academic positions: vice president of Parker College of Chiropractic and vice president of academic affairs at Logan University, respectively. Dr. Cleveland is the former provost / associate dean at Cleveland Chiropractic College - Kansas City; Dr. Paddock-O'Reilly formerly served as associate vice president of new programs and professor at Salem International University in Salem, W.V.

SEPTEMBER 2014